II - 16
1951

KPFA

PROGRAM FOLIO

October 7 - October 20

104.5 MC.

Channel 283

AFTER MANY A SUMMER . . . . .

We have commented on the air and in previous Folio articles that in the Fall, with the return of many people to the Bay Area, one may expect an increase in subscription activity. Obviously, this will necessitate a more widespread acquaintance with the KPFA Project. In rough estimate, only 25% of the FM set owners in KPFA's primary signal area know that such a station is on the air. It is demonstrable that a high percentage of those persons who know about and hear the station become subscribers. The problem becomes one of reaching a greater number of people.

KPFA's continuance to this point has, in a great measure, resulted from the unstinting work of many volunteers in increasing the awareness of the station throughout the metropolitan Bay Region. Such activity during this present period is of vital importance. It is our belief that listener-sponsored radio, if it offers good programs not otherwise available and if it

(continued on back page)

PROGRAM FOLIO Oct.7 - Oct.20, 1951 Vol.2 No. 16

Published bi-weekly by Radio Station KPFA, 2054 University Avenue, Berkeley 4, Calif.
Telephone AShberry 3-6767. Available only to subscribers to the KPFA Listener Fund.

BROADCAST HOURS

Sat. & Sun.: 3:00 - 6:00 PM. 7:30 - 10:30 PM.
Mon. - Fri.: 7:00 - 10:00 AM.* 4:30 - 10:30 PM.
(*Morning rebroadcast period)

DAILY PROGRAM SEQUENCE

SUNDAY, October 7

3:00 FIRST CONCERT: BEETHOVEN Sonata #9, A major, Op. 47/Busch, Serkin. LECLAIR Sarabande and Tambourin/Menuhin, Persinger. MUSORGSKY Fair at Sorochinsk: Hopak/Szigeti, Farkas.

4:15 MISCELLANY

4:30 BAY AREA CONCERT PREVIEW

5:00 RHYMES & COUNTING GAMES: Children's counting and jump-rope rhymes.

5:15 INFORMAL SONGS: A program of songs for the entire family.

5:45 ONCE UPON A TIME: Josephine Gardner.

* * *

7:30 FOLK MUSIC SERIES: Songs and ballads.

7:45 DISCUSSION PANEL: Topic, "The Assimilation of the American Indian."

8:30 GOLDEN VOICES: Excerpts from great past performances of Puccini's "La Boheme" by Geraldine Farrar, Conchita Supervia, Orville Harrold, John McCormack, G. Mario Sammarco, Antonio Scotti. Selected and annotated by Anthony Boucher.

9:00 MODERN POETRY: Selected and read by Lewis Hill.

9:30 ARTISTS CONCERT: A studio performance of Pergolesi's "La Serva Padrona", with Nancy Cronberg, soprano; Demy Trevor, bass; Evelyn Olivier, pianist.

SUNDAY, October 7 (Cont.)

GRIEG Holberg Suite, Op. 40/Boyd Neel String Or.

MONDAY, October 8

4:30 EARLY AMERICAN MUSIC
5:00 FOLK SONGS FOR CHILDREN: Lori Campbell. Bird Songs.
5:15 PARLONS FRANÇAIS: Conducted by Gerhard Ewer.
5:30 INSTRUMENTS OF THE ORCHESTRA: The "Violin" and "Viola" demonstrated by Richard Prosser and Edgar Braun.
6:00 FIRST CONCERT: MOZART Abduction from the Seraglio: Martern aller Arten/Berger, Philharmonia Orch.-Krips. RAWSTHORNE Symphonic studies/Philharmonia Orch. - Constant Lambert.
7:15 MISCELLANY
7:30 PSYCHOLOGY OF MODERN MAN: Dr. Robert Morris, Psychiatrist from San Francisco. Topic, "Can You Let Your Child Go."
8:00 YOUNG ARTISTS RECITAL: To be announced.
8:30 READING: A short story by Nathaniel Hawthorne.
9:00 CONTEMPORARY PIANO MUSIC: Performed by Betty Holman Young. MILHAUD L'Automne suite. POULENC Three Mouvements perpetuels. JACQUES IBERT Le petit Ane.
9:15 SECOND CONCERT: BACH 15 Two-Part Inventions/ Ralph Kirkpatrick (clavichord).

TUESDAY, October 9

4:30 BAY AREA CONCERT PREVIEW
5:00 FOLK SONGS FOR CHILDREN: Lori Campbell. Robin Hood.
5:15 STORY CYCLE: Selected and read by Sam Holmes.
5:30 CHILDREN'S CONCERT
5:45 ONCE UPON A TIME: Josephine Gardner.
6:00 FIRST CONCERT: BRAHMS Waltzes (complete) Op. 39/ Wilhelm Bachaus. DEBUSSY Pagodes/Walter Giese-

TUESDAY, October 9 (Cont.)

king. ERIK SATIE Gnossienne #1/George Copeland.
7:15 MISCELLANY
7:30 FOLK MUSIC SERIES: Songs and ballads.
7:45 COMMENTATOR SERIES: Clarence Rust.
8:00 Program to be announced
8:30 SECOND CONCERT: BACH Mass in B minor (complete)/ McKnight, Gardner, Summers, Metz, Matthen, Vacchiano, Shumsky, Bloom, Gassman, Barrows, RCA Victor Chorale and Orchestra - Robert Shaw.

WEDNESDAY, October 10

4:30 MEN AND ISSUES: An interview series conducted by Robert Schutz.
5:00 FOLK SONGS FOR CHILDREN: Lori Campbell. Question and Answer.
5:15 PARLONS FRANÇAIS: Conducted by Gerhard Ewer.
5:30 MUSIC APPRECIATION
6:00 FIRST CONCERT: WEBER Der Freischuetz (excerpts)/ Vienna State Opera Chorus, Vienna Philharmonic Orchestra - Ackermann.
7:15 MISCELLANY
7:30 FOLK MUSIC SERIES: Songs and ballads.
7:45 COMMENTATOR SERIES: Karl Olson.
8:00 CONVERSATIONS AT KPFA: Topic, "What Does Equality Before The Law Mean?"
8:45 MISCELLANY
9:00 RARE RECORDS: Program of Swedish music. Selected and annotated by John Seagrave.

THURSDAY, October 11

4:30 BAY AREA CONCERT PREVIEW.
5:00 FOLK SONGS FOR CHILDREN: Lori Campbell. Kitchen Orchestra.
5:15 STORY CYCLE: Selected and read by Sam Holmes.
5:30 CHILDREN'S CONCERT.

THURSDAY, October 11 (Cont.)

5:45 ONCE UPON A TIME: Josephine Gardner.
6:00 FIRST CONCERT: SCHUBERT Mass, E-flat/Academy Chorus of Vienna, Vienna Symphony - Moralt.
7:15 MISCELLANY
7:30 FOLK MUSIC SERIES: Songs and ballads.
7:45 COMMENTATOR SERIES: Robert Schutz.
8:00 JAZZ: An analysis of American Jazz, arranged, with program notes, by Vince Lusby.
8:30 OUR OWN BACKYARD: A discussion of the Irvington excavations by a group from the "Boy Paleontologists" organization.
9:00 SECOND CONCERT: MENDELSSOHN Octet, E-flat, Op. 20/Pro Musica Chamber Group. VARESE Integrales/ NY Wind Ensemble, Juilliard Percussion Orch.- Waldman. BRAHMS Sextet #1, B-flat, Op. 18/Pro Arte Quartet, Hobday, Pini. VARESE Octandre: 3rd movement/Ensemble-Goehr.

FRIDAY, October 12

4:30 CALENDAR OF EVENTS: A review of current activity in the theaters, concert halls and art galleries in the Bay Area. Conducted by Constance MacKay.
5:00 FOLK SONGS FOR CHILDREN: Lori Campbell. Ballad Opera.
5:15 PARLONS FRANÇAIS: Conducted by Gerhard Ewer.
5:30 CHILDREN'S CONCERT
5:45 FOREST LORE: Conducted by Jack Parker.
6:00 FIRST CONCERT: ALBAN BERG Lyric Suite/Juilliard String Quartet.
7:15 MISCELLANY
7:30 FOLK MUSIC SERIES: Songs and ballads.
7:45 REPORT TO THE LISTENERS.
8:00 ARTISTS CONCERT: Myriam Zunser, violinist; Bernhard Abramowitsch, pianist. An all-Beethoven program. Sonata #2, A major, Op. 12 #2. Sonata #4, A minor, Op. 23. Sonata #7, C minor, Op. 30 #2.

FRIDAY, October 12 (Cont.)

9:00 POETRY READING:
9:30 SECOND CONCERT: An ELISABETH SCHUMANN Recital. HAYDN She never told her love. WOLF Auch kleine Dinge. FRANZ Aus meinem grossen Schmerzen. MENDELSSOHN Das erste Veilchen.

SATURDAY, October 13

3:00 FIRST CONCERT: BRAHMS Variations on a theme by Haydn/New York Philharmonic - Toscanini.
4:15 MISCELLANY
4:30 OUR OWN BACKYARD: Rebroadcast of a discussion by members of the "Boy Paleontologists."
5:00 LEGENDS & FABLES: "The Wonderful Hair" (Serbian)
5:15 HOUSE MUSIC:
5:30 CALIFORNIA: A series of stories for children, in dramatic form, recounting events in California's early history. Written by Goyan Davies.

* * *

7:30 MUSIC PROGRAM
7:45 THEATER COMMENTARY: Conducted by Rachmael ben Avram.
8:00 BBC DRAMA: "The Winter's Tale" by Shakespeare adapted for radio by Barbara Burnham. Playing time: 1 hour, 47 minutes.
9:50 RECORDED MUSIC: DVORAK Concerto, B minor (Op. 104)/Piatigorsky, Philadelphia Orch.-Ormandy.

SUNDAY, October 14

3:00 FIRST CONCERT: BORODIN Quartet #1, A major/Vienna Concerthouse Quartet.
4:15 MISCELLANY
4:30 BAY AREA CONCERT PREVIEW
5:00 RHYMES & COUNTING GAMES: Children's counting and jump-rope rhymes.
5:15 INFORMAL SONGS: A program of songs for the entire

SUNDAY, October 14 (Cont.)

family.

5:45 ONCE UPON A TIME: Josephine Gardner.

* * *

7:30 FOLK MUSIC SERIES: Songs and ballads.

7:45 DISCUSSION PANEL: Topic, "The Test of a Good Nursery School."

8:30 GOLDEN VOICES: Excerpts from great past performances of Massenet's "Manon" by Geraldine Farrar, Ninon Vallin, Enrico Caruso, John McCormack, Emile Scaremberg, Andre Bauge, etc. Selected and annotated by Anthony Boucher.

9:00 MODERN POETRY

9:30 SECOND CONCERT: MOZART Concerto #27, B-flat, K. 595/Casadesus, NY Philharmonic-Barbirolli. WAGNER Lohengrin: Prelude/NY Philharmonic-Toscanini.

MONDAY, October 15

4:30 EARLY AMERICAN MUSIC

4:45 READING: Essays on American social and political life.

5:00 FOLK SONGS FOR CHILDREN: Lori Campbell. Singing game.

5:15 PARLONS FRANÇAIS: Conducted by Gerhard Ewer.

5:30 INSTRUMENTS OF THE ORCHESTRA: The "Flute" demonstrated by Margery Maginnis.

6:00 FIRST CONCERT: FRANCK Symphony in D minor/Amsterdam Concertgebouw Orch. - Willem Mengelberg.

7:15 MISCELLANY

7:30 PSYCHOLOGY OF MODERN MAN: Topic, "Rogue's Gallery" Dr. Bernard Diamond and Dr. Nathan Adler, San Francisco Psychiatrists.

8:00 YOUNG ARTISTS RECITAL: Stephen Prokopoff, violin; Dale Roylance, piano. STRAVINSKY Duo concertant.

8:30 READING: A short story.

9:00 HAYDN SONATA SERIES: Performed and annotated by Leonard Rosenman.

TUESDAY, October 16

4:30 BAY AREA CONCERT PREVIEW
5:00 FOLK SONGS FOR CHILDREN: Lori Campbell. Autumn Music.
5:15 STORY CYCLE: Selected and read by Sam Holmes.
5:30 CHILDREN'S CONCERT
5:45 ONCE UPON A TIME: Josephine Gardner.
6:00 FIRST CONCERT: SCHUMANN Waldesgespraech, Op. 39 #3/Lehmann, Balogh. FAURE Nell/Teyte, Moore. RAVEL Three Hebraic songs/Madeleine Grey. JOAQUIN Nin Malaguena/Lucrezia Bori, Copeland.
7:15 MISCELLANY
7:30 FOLK MUSIC SERIES: Songs and ballads.
7:45 COMMENTATOR SERIES: Clarence Rust.
8:00 BBC Drama: "Egmont" by Goethe, with music by Beethoven. Produced by the BBC for the bicentenary of Goethe's birth. Playing time: 2 hours, 20 minutes.

WEDNESDAY, October 17

4:30 MEN AND ISSUES: An interview series conducted by Robert Schutz.
5:00 FOLK SONGS FOR CHILDREN: Lori Campbell. Kitchen orchestra.
5:15 PARLONS FRANÇAIS: Conducted by Gerhard Ewer.
5:30 MUSIC APPRECIATION
6:00 FIRST CONCERT: MONTEVERDI Orfeo (excerpts)/Radio Berlin Chorus & Orch.-Koch.
7:15 MISCELLANY
7:30 FOLK MUSIC SERIES: Songs and ballads.
7:45 COMMENTATOR SERIES: Karl Olson
8:00 CONVERSATIONS AT KPFA: Topic, "Probation and Bail".
8:45 MISCELLANY
9:00 RARE RECORDS: AKSEL SCHIØTZ recital. Part I: Danish and Swedish songs and ballads. Selected and annotated by John Seagrave.

THURSDAY, October 18

4:30 BAY AREA CONCERT PREVIEW.
5:00 FOLK SONGS FOR CHILDREN: Lori Campbell. Rhythmic Pow Wow.
5:15 STORY CYCLE: Selected and read by Sam Holmes.
5:30 CHILDREN'S CONCERT
5:45 ONCE UPON A TIME: Josephine Gardner.
6:00 FIRST CONCERT: DEBUSSY Le Martyre de Saint-Sebastien/Oklahoma City Chorus and Orch. - Victor Alessandro.
7:15 MISCELLANY
7:30 FOLK MUSIC SERIES: Songs and ballads.
7:45 COMMENTATOR SERIES: Robert Schutz.
8:00 JAZZ: An analysis of American Jazz, arranged, with program notes, by Vince Lusby.
8:30 OUR OWN BACKYARD: A discussion of the Irvington excavations by a group from the "Boy Paleontologists" organization.
9:00 SECOND CONCERT: BEETHOVEN Fidelio: overture/BBC Symphony-Walter. BEETHOVEN Fidelio: Abscheulicher, wo eilst du hin?/Bampton, NBC Symphony-Toscanini. JANACEK Sinfonietta/Czech Philharmonic-Rafael Kubelik.

FRIDAY, October 19

4:30 CALENDAR OF EVENTS: A review of current activity in the theaters, concert halls and art galleries in the Bay Area. Conducted by Constance MacKay.
5:00 FOLK SONGS FOR CHILDREN: Lori Campbell. Ballad Opera.
5:15 PARLONS FRANÇAIS: Conducted by Gerhard Ewer.
5:30 CHILDREN'S CONCERT
5:45 FOREST LORE: Conducted by Jack Parker.
6:00 FIRST CONCERT: CHOPIN Cello sonata, G minor/ Edmund Kurtz, Artur Balsam.
7:15 MISCELLANY
7:30 FOLK MUSIC SERIES: Songs and ballads.

FRIDAY, October 19 (Cont.)

7:45 REPORT TO THE LISTENERS.
8:00 ARTISTS CONCERT: Marie Sloss, pianist. BEETHOVEN Sonata, C major (Op. 53) "Waldstein." CHOPIN Etude, A-flat major, Op. 25 #1; Etude, F minor, Op. 10, No. 9; Scherzo, B minor, Op. 20. ELIE SIEGMEISTER American Sonata.
9:00 POETRY READING
9:30 STRAVINSKY Octet for winds/Ensemble-Stravinsky.

SATURDAY, October 20

3:00 FIRST CONCERT: MALIPIERO Symphony #7/Italian Radio Orch.-Dimitri Mitropoulos.
4:15 MISCELLANY
4:30 OUR OWN BACKYARD: Rebroadcast of a discussion by members of the "Boy Paleontologists."
5:00 LEGENDS & FABLES: "The Ivory City and its Fairy Princess" (Kashmir) Selected and read by Carol Nathan.
5:15 HOUSE MUSIC
5:30 CALIFORNIA: A series of stories for children, in dramatic form, recounting events in California's early history. Written by Goyan Davies.

* * *

7:30 MUSIC PROGRAM
7:45 THEATER COMMENTARY: Conducted by Rachmael ben Avram.
8:00 THEATER: A discussion of "Poetic drama."
9:00 SECOND CONCERT: HANDEL Water Music (Complete)/ National Gallery Orch. - Richard Bales.

REPORT OF THE LISTENERS

We have received about eighty replies to our call for listener's comment on the programs, not enough to make a statistical breakdown, but sufficient to suggest interesting trends. At some later date we hope to get more specific information; now we have frequently to make a wild guess as to just what is meant by such comments as, "That modern stuff should be left out." This might refer to the Jazz program, some of the recorded concerts, or even to the Folk Music Series. We find each program has its intense partisans, and also its severe critics.

In general when there is heavy criticism of one program, we start to work on it to see if it can be improved or to see if it needs radical change. The listeners, however, indicate an understanding of the situation by saying, "I personally detest the children's programs, but think they are good for kids." Or that such and such a program "doesn't interest me, but has a value and should not be dropped." Folk Music is one such program that comes in for a good deal of criticism. It is very interesting to a minority of listeners, but does not have wide popularity. We feel that the minority has almost no opportunity to hear programs of authentic Folk Music and particularly field recordings anywhere else, so we like to give them that opportunity here. Sometimes our listeners want "popular" music or current events or some other program which they can hear on other stations. In general, we try to concentrate on good programs which can't be heard elsewhere. This of course has its limits. We are not trying to force people to listen to things that only we think are good. The listener comments help us a great deal in this respect.

More public affairs, new talent for our children's programs and better preparation have all been suggested. We are working on these problems now. May we urge you to continue keeping us informed. Your comments are invaluable to us as a guide for future programing.

KPFA
2054 University Ave.
Berkeley 4, Calif.

Postmaster: If addressee has removed, notify sender on Form 3547, postage for which is guaranteed.

Sec. 34.66, P. L. & R.
U. S. POSTAGE
PAID
BERKELEY, CALIF.
Permit No. 219

AFTER MANY A SUMMER.....(cont.)

is capable of reaching an audience of sufficient size, is the most feasible method and offers the best circumstances for the development of creative broadcasting. On the basis of KPFA's current budget about 4,000 subscribers at $10 a year are needed to make the station self-supporting. At this Folio deadline there are about 1,360 current subscribers to the KPFA Listener-Fund. During the coming months it is hoped that we can maintain and, if possible, increase the present amount of subscription activity. Listeners have been sending in names of persons whom they think may be interested in KPFA. We, of course, are eager to send information to anyone who requests it. The more people we can acquaint with the station, the sooner it will become self-supporting.

The good Lord Tennyson worried about the swans at the end of summer, and, as all of you know, we've been worrying about KPFA these last few months. The question has been, "What would be left at the summer's end, a radio station or the memory of a radio station?" Apart from the insistence of one KPFA staff member who complains that at this point he is a dead duck, it appears that the station has survived the difficult summer period. What lies ahead will depend largely upon the acquainting of more and more people with the nature of KPFA and its programs.